

Subject: Fwd: Movement Performance Incorporated - 8830 S. Sepulveda Blvd - Chris Locke - HFH
From: Nate Kaplan <nate.kaplan@lacity.org>
Date: 02/07/2011 11:32 AM
To: Donald Duckworth <duckworth.donald@gmail.com>

Hey Don,
Here is the latest...sounds good. Let me know what you think
-Nate

----- Forwarded message -----

From: **Debbie Lawrence** <debbie.lawrence@lacity.org>
Date: Mon, Jan 31, 2011 at 9:11 AM
Subject: Re: Movement Performance Incorporated - 8830 S. Sepulveda Blvd - Chris Locke - HFH
To: Nate Kaplan <nate.kaplan@lacity.org>
Cc: Joseph Rouzan <joseph.rouzan@lacity.org>

Hi Nate,
I forgot to copy you on this e-mail. I want to clarify their issue as it is now.
Debbie

On Fri, Jan 28, 2011 at 11:30 AM, Debbie Lawrence <debbie.lawrence@lacity.org> wrote:

> Hi Joseph,
> Here is a response I sent to Jorge on January 10th. Was he not able to
> find a place for the additional projecting sign? Let me know if this
> is still the issue then I can clarify what they can do. I think the
> issue is that 4 square feet is still too small. I had recommended that
> they apply for a CDO plan which would allow for director's
> interpretation of the guidelines through a determination.
> Debbie
>
>
> "yes Jorge, you can still put up a projecting sign in addition to the
> sign over the door facing the parking lot. You will have to find a
> place to put it, but at least that way you will have some business
> identification from Sepulveda and 89th. You can work that out with the
> building mgmt and then just send me drawings, photo simulations as you
> have been. It should be at the same uniform elevation as the
> Starbuck's sign and be visually complementary. It is limited to 4
> square feet (17a). Once you have decided, send me drawings and photos
> that show the front 3 sides and the rear.
> Thanks,

> Debbie
>
> On Mon, Jan 10, 2011 at 10:30 AM, Jorge Diaz <jorge@bksigns.com> wrote:
>> Hello Debbie,
>>
>> I was reading 17b: Each business that is located above the first floor may
>> have a projecting sign on the ground level if there is direct exterior
>> pedestrian access to the second floor... My question is..There is no
>> exterior pedestrian access from the front. Acess is in the back .. Can I
>> still put up the blade sign?
>
> On Thu, Jan 27, 2011 at 2:25 PM, Joseph Rouzan <joseph.rouzan@lacity.org>
wrote:
>> Thanks Nate:
>>
>> Really want to help this gentleman, if we can.
>>
>> Regards, Joe
>>
>> On Thu, Jan 27, 2011 at 2:18 PM, Nate Kaplan <nate.kaplan@lacity.org>
wrote:
>>> Hi Debbie,
>>> Joe Rouzan brought this case to my attention and I was hoping you could
>>> offer a solution or a means to allow this business' sign to be posted.
>>>
>>> I spoke to the Westchester BID and they are supportive of allowing the sign
>>> at the location where Dr. Powers wishes to have it. I understand there are
>>> restriction in accordance to the CDO, but is there any way to make
>>> exceptions?
>>>
>>> Thanks for your assistance,
>>> Nate
>>>
>>>
>>>
>>>>
>>>>
>>>> ----- Forwarded message -----
>>>> From: Chris Locke <Chris@hfhltd.com>
>>>> Date: Thu, Jan 20, 2011 at 5:13 PM
>>>> Subject: Movement Performance Incorporated - 8830 S. Sepulveda Blvd -
>>>> Chris Locke - HFH
>>>> To: Joseph.Rouzan@lacity.org
>>>>
>>>>
>>>> Joe,
>>>>

>>>

>>>

>>> Thanks again for your time on the phone this afternoon. I appreciate
>>> your assistance in assisting a commercial tenant of ours, Movement
>>> Performance Incorporated, in the pursuit of approval for signage for
>>> his location here in the Westchester Business District.

>>>

>>>

>>>

>>> For background, the firm for which I work is HFH, Ltd. HFH has been
>>> an owner and operator of commercial real estate in Westchester for
>>> more than twenty years. One of our General Partners, Bill Allen, sits
>>> on the board of the Westchester Business Improvement Association.
>>> HFH's recently completed construction of our 55,000 SF building
>>> located at 8820-8844 S. Sepulveda Blvd. increased the assessed value
>>> of our property from \$2,338,525 to \$10,278,205 (2010-2011).

>>>

>>>

>>>

>>> Our property features four tenants: Bed Bath & Beyond, Starbucks,
>>> Wachovia Bank and Movement Performance Incorporated. The tenant
who

>>> we are attempting to assist is Dr. Powers, the owner/operator of
>>> Movement Performance Incorporated (MPI). Dr. Powers
>>> (<http://pt.usc.edu/sublayout.aspx?id=346>) is a member of the faculty
>>> at USC. Dr. Powers has recently created a new business, with a lease
>>> that began here in Westchester Business District only last April. In
>>> fact, he chose our location, 8830 S. Sepulveda Blvd, 5,500 SF above
>>> Starbucks and Wachovia Bank, specifically because of the warm climate
>>> for new businesses and the opportunity for future growth. Prior to
>>> his tenancy at our property, Dr. Powers was conducting business from
>>> the USC campus. Located on the 2nd floor, Dr. Powers has 47' 11" of
>>> frontage to S. Sepulveda Blvd. Dr. Powers assumed the last available
>>> space in our 55,000 SF building, on which we completed construction in
>>> 2007. It took nearly a year to locate Dr. Powers as a tenant, due to
>>> the challenging economic environment.

>>>

>>>

>>>

>>> As you'll see from the email chain below, Dr. Powers' signage company,
>>> BK Signs, has encountered difficulty in achieving approval for signage
>>> for MPI. As you'll read below, Dr. Powers is being directed to have
>>> the majority of his signage installed without any exposure to S.
>>> Sepulveda Blvd because the entrance for his location is east of S.
>>> Sepulveda Blvd., similar to other tenants of ours, Bed Bath & Beyond
>>> and Wachovia. Dr. Powers has the option of installing signage so
>>> small that it would be of no practical use and/or potential approval

>>>> for the installation of signage that is so limited so as to be
>>>> impractical.

>>>

>>>

>>>

>>>> I understand and appreciate the importance of the CDO for Westchester
>>>> Business District in providing design guidance and enhancing the
>>>> enjoyment of Westchester. As you'll see from the attached proposed
>>>> signage, the signage is aesthetically quite pleasing. Also, the
>>>> association with USC is clearly a strong endorsement of the
>>>> Westchester Business District. Finally, the CDO also states the
>>>> objective to "promote the identity and success of individual
>>>> businesses..." In this situation, by disallowing the ability of our
>>>> tenant, Dr. Powers, the latitude to utilize signage that was
>>>> previously available under Los Angeles Municipal Code, Dr. Powers'
>>>> ability to grow his fledgling business via greater exposure, is being
>>>> significantly compromised.

>>>

>>>

>>>

>>>> I appreciate any and all efforts on behalf of our tenant. Please let
>>>> me know how I can assist you in presenting a resolution that is
>>>> favorable to the continued growth and strength of our tenant.

>>>

>>>

>>>

>>>> Regards,

>>>

>>>

>>>

>>>> Christopher H. Locke

>>>

>>>> VP Operations

>>>

>>>> HFH Ltd.

>>>

>>>> 8818 S. Sepulveda Blvd.

>>>

>>>> Los Angeles, CA 90045

>>>

>>>> (T) 310-568-8585 #7

>>>

>>>> (F) 310-568-0358

>>>

>>>> (C) 310-433-6869

>>>

>>>

>>>
>>> -----Original Message-----
>>> From: Jorge Diaz [mailto:jorge@bksigns.com]
>>> Sent: Thursday, January 20, 2011 10:58 AM
>>> To: Chris Locke
>>> Subject: Re: Westchester CDO Guidelines
>>>
>>>
>>>
>>> Thank you.
>>>
>>>
>>>
>>>
>>> Jorge Diaz
>>>
>>> ----- Original Message -----
>>>
>>> From: "Chris Locke" <Chris@hfhltd.com>
>>>
>>> To: "Jorge Diaz" <jorge@bksigns.com>; "Powers, Christopher"
>>> <powers@usc.edu>
>>>
>>> Sent: Thursday, January 20, 2011 10:07 AM
>>>
>>> Subject: RE: Westchester CDO Guidelines
>>>
>>>
>>>
>>>
>>>
>>> Jorge,
>>>
>>>
>>>
>>>
>>> We'll see what other approaches we can take, should be back in touch in
>>>
>>> about a week from now, perhaps two.
>>>
>>>
>>>
>>>
>>> Regards,
>>>
>>>
>>>
>>>
>>> Christopher H. Locke
>>>
>>> VP Operations

>>>
>>> HFH Ltd.
>>>
>>> 8818 S. Sepulveda Blvd.
>>>
>>> Los Angeles, CA 90045
>>>
>>> (T) 310-568-8585 #7
>>>
>>> (F) 310-568-0358
>>>
>>> (C) 310-433-6869
>>>
>>>
>>>
>>> -----Original Message-----
>>>
>>> From: Jorge Diaz [mailto:jorge@bksigns.com]
>>>
>>> Sent: Thursday, January 20, 2011 8:32 AM
>>>
>>> To: Powers, Christopher
>>>
>>> Cc: Chris Locke
>>>
>>> Subject: Re: Westchester CDO Guidelines
>>>
>>>
>>>
>>> Hello Chris,
>>>
>>>
>>>
>>>
>>> I been in contact with Debie Lawrence. She is the community planner for
>>>
>>> San
>>>
>>> pedro and Westchester area. I've attached the CDO guidelines. Its fairly
>>>
>>>
>>>
>>>
>>> new. Effective date July 1, 2008. Please read the email she sent me.
>>>
>>>
>>> Please
>>>
>>> call me with any questions.
>>>

>>>> Thanks,
>>>>
>>>> Jorge Diaz
>>>>
>>>>
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>>>>
>>>>
>>>>
>>>> > Hi Jorge,
>>>>
>>>> > The proposed sign changes for the Movement Performance Institute at
>>>>
>>>> > 8330 S. Sepulveda Blvd. cannot be processed as a Director's sign off
>>>>
>>>> > because they do not comply with the Downtown Westchester
Community
>>>>
>>>> > Design Overlay (CDO) regulations. The sign is not in compliance with
>>>>
>>>> > the following standards:
>>>>
>>>> >
>>>>
>>>> > 16e: Signs should be located at the primary entrance to the building
>>>>
>>>> >
>>>>
>>>> > 16j: Premises located above the ground floor, which do not take their
>>>>
>>>> > primary access directly from an exterior walkway open to the public,
>>>>
>>>> > may have only a building or business identification sign adjacent to
>>>>
>>>> > each exterior entrance that provides access to those premises.
>>>>
>>>> >
>>>>
>>>> > 20b: Signs on a multi-tenant building shall be placed at the same
>>>>
>>>> > uniform elevation to create visual continuity.
>>>>
>>>> >
>>>>
>>>> > To qualify for a Director's sign off, you should place the sign at the
>>>>

>>> > rear entrance. However, this would reduce its size. Another option is
>>>
>>> > to make use of a projecting sign (limited to 4 square feet), in
>>>
>>> > accordance with standard 17b. You would have to show that there is
>>>
>>> > direct pedestrian access to the second floor business space. Because
>>>
>>> > this appears to be a multi-tenant building, you should obtain drawings
>>>
>>> > that show the layout and access.
>>>
>>> >
>>>
>>> > A third option is to apply for a CDO plan. This costs \$1,432.52 and
>>>
>>> > would take longer to process than a sign off since findings and a
>>>
>>> > determination are required. You could apply to have your sign on the
>>>
>>> > front of the building, but we would recommend individually mounted
>>>
>>> > channel letters, and that the portion of the sign "USC Professional
>>>
>>> > Education Center" be included as the wall sign to the rear of the
>>>
>>> > building.
>>>
>>> >
>>>
>>> > thank you,
>>>
>>> > Debbie
>>>
>>>
>>>
>>> >>>> Debbie Lawrence, AICP
>>>
>>> >>>> Community Planner, San Pedro
>>>
>>> >>>> City of Los Angeles Department of City Planning
>>>
>>> >>>> 200 N. Spring Street, Room 621
>>>
>>> >>>> Los Angeles, CA 90012
>>>
>>> >>>> Phone: (213) 978-3034

>>>
>>> >>>> Fax: (213) 978-1226
>>>
>>>
>>>
>>> ----- Original Message -----
>>>
>>> From: "Powers, Christopher" <powers@usc.edu>
>>>
>>> To: "Jorge Diaz" <jorge@bksigns.com>
>>>
>>> Cc: "Chris Locke" <Chris@hfhltd.com>
>>>
>>> Sent: Tuesday, January 18, 2011 1:50 PM
>>>
>>> Subject: FW: Westchester CDO Guidelines
>>>
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>>>
>>> Jorge,
>>>
>>> I would like to introduce you to Chris Locke who represents HFH Ltd (my
>>>
>>> landlord). He is cc'd on this e-mail.
>>>
>>> Chris thought it would be best for the two of you to connect to discuss
>>>
>>> the
>>>
>>> issues related to signage, etc.
>>>
>>>
>>>
>>>
>>> With whom at the city have you been interfacing regarding the sign?
>>>
>>>
>>>
>>>
>>>
>>>
>>> Christopher M. Powers, Ph.D., P.T.
>>>
>>> Associate Professor
>>>
>>> Director, Program in Biokinesiology
>>>

>>> Co-Director, Musculoskeletal Biomechanics Research Lab
>>>
>>>
>>>
>>> USC Division of Biokinesiology & Physical Therapy
>>>
>>> 1540 E. Alcazar St. CHP-155 | Los Angeles, CA 90089-9006
>>>
>>> T: 323.442.1928 | F: 323.442.1515 | www.usc.edu/go/mbrl
>>>
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>>>
>>> --
>>> Joseph T. Rouzan III
>>> Deputy Director, Business Services
>>> City of Los Angeles
>>> Community Development Department
>>> 1200 W. 7th Street, 6th Floor
>>> Los Angeles, CA 90017
>>> (213) 744-7188
>>
>>>
>>>
>>> --
>> Nate Kaplan
>> Field Deputy
>> Office of Councilmember Bill Rosendahl
>> City of Los Angeles, 11th District
>> 7166 W. Manchester Ave
>> Los Angeles, CA 90045
>> Phone: 310-568-8772
>> Fax: 310-410-3946
>>
>>>
>>
>>
>>
>> --
>> Joseph T. Rouzan III
>> Deputy Director, Business Services

>> City of Los Angeles
>> Community Development Department
>> 1200 W. 7th Street, 6th Floor
>> Los Angeles, CA 90017
>> (213) 744-7188
>>
>
>
>
> --
> Debbie Lawrence, AICP
> Community Planner, San Pedro and Westchester-Playa del Rey
> City of Los Angeles Department of City Planning
> 200 N. Spring Street, Room 621
> Los Angeles, CA 90012
> Phone: (213) 978-3034
> Fax: (213) 978-1226
>
> Days out of the office: 1/12, 1/13, 1/17, 1/27
>

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Debbie Lawrence, AICP
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200 N. Spring Street, Room 621
Los Angeles, CA 90012
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Days out of the office: 1/12, 1/13, 1/17, 1/27

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